MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022/2023 (TERM ID 2215)

LCT1017 – COMMUNICATION THEORIES

(All sections)

16 FEBRUARY 2023
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO** pages only.
2. Answer **ALL** questions.
3. Write your answers in the ***Answer Booklet.***

STRUCTURED QUESTIONS [40 MARKS]

Instruction: Answer *ALL* questions.

1. a. Why is it important to have a theory? (2 marks)

   b. Explain the **FIVE (5)** basic elements of communication. (5 marks)

2. a. Walther (1996) labelled online relationships that were more intimate than the relationships would be if partners were physically together as *"hyperpersonal"*. Explain the *"hyperpersonal"* perspective. (2 marks)

   b. Explain *"low warrant information"*. (1 mark)

   c. Take a close look at your use of one social media site or app. Explain the elements of your use of the site that are low warrant information. (2 marks)

3. Social judgment theory suggests that listeners and readers change their attitude in response to a message in a two-stage process. Explain the **TWO (2)** stages. (4 marks)

4. Suppose you are placed into small groups and you are asked to discuss the best way to insure that student presentations in class are interesting and helpful,
   a. Write **TWO (2)** statements that two students might make; one that Hirokawa would consider *disruptive* and the other that he would judge as *counteractive*. (2 marks)
   b. Explain each term above. (2 marks)

5. a. According to Pacanowsky, an organization does not have a culture as one of its characteristics. An organization is a culture. Explain how do Geertz and Pacanowsky define culture. (3 marks)

   b. Pacanowsky focused his attention on three aspects of communication that aided him in understanding the shared meanings within the organization. Explain the **THREE (3)** aspects of communication. (3 marks)

   c. Explain the difference between *corporate stories*, *personal stories*, and *collegial stories*. (3 marks)

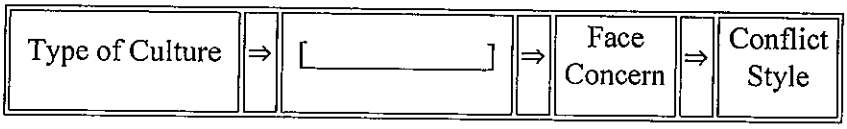
6. Explain how the index of curiosity influences agenda-setting. (2 marks)

Continued...

7. According to cultivation theory, there are many differences between *light* and *heavy television viewers*. Explain any **FOUR (4)** differences. (4 marks)

8. Giles (1971) contrasts two strategies - *convergence* and *divergence* – that people use when interacting with people from another culture. Explain divergence and why do people do it. (2 marks)

9. Individuals within a culture have different images of self as well as varied views on the degree to which they try to give others face or restore their own face in conflict situations. Fill in the blank on this map of the basic logic of Ting Toomey's (1985) face negotiation theory and *explain* the term.



(3 marks)

End of Paper